Attachment C: Fair Trade Winnipeg Status Report

Requirement #1: Fair Trade Town Steering Committee

• A local Fair Trade Town Steering Committee must be formed to ensure continued commitment to the local Fair Trade Town designation. The committee must commit to the following:

• Establish and maintain a balanced membership of volunteers and representatives from affiliated organizations and municipal council or staff

• Meet a minimum of twice per year to discuss annual goals and to assess progress submit an annual report to the Canadian Fair trade Network (CFTN) or AQCÉ by July 1 that includes a completed renewal form, targets for the upcoming year, and progress assessment for the previous year

Update: Requirement #1: Fair Trade Town Steering Committee

In May 2014, the Fair Trade Winnipeg Steering Committee was formed to work towards a common goal of having Winnipeg designated as a Fair Trade Town in 2015. With the exception of a few meeting time conflicts, the Committee has been meeting on a month basis since May 2014. The Fair Trade Winnipeg Steering Committee is a collaborative, community-based working group involving volunteers, government, the private sector and civil society. The City's Environmental Coordinator is currently a member of the Fair Trade Winnipeg committee serving in an advisory capacity.

Current members of the Fair Trade Winnipeg Steering Committee include:

- Kathy Boultbee, Manitoba Liquor & Lotteries
- Carlos Chuco Teran, Fair Trade Alliance
- Donna Dagg Manitoba Liquor & Lotteries
- John Forsyth, Florist Supply
- Scott Gray, Fair Trade community Advocate
- Zack Gross, Manitoba Council for International Cooperation
- Naomi Happychuk, Canadian Foodgrains Bank
- Tara Hull, Winnipeg Airports Authority
- Larissa Kanhai, Fair Trade Community Advocate
- Sara MacArthur, Red River College
- Kyra Moshtaghi Nia, Canadian Cancer Society, and board member of the CFTN
- Megan Redmond, Manitoba Council for International Cooperation
- Ben Sparrow, Sparrow Hotels
- Tristin Tergesen, Canadian Museum for Human Rights

The requirement to provide an annual report commences once the Committee has submitted the application for Winnipeg to become a Fair Trade Town and it is approved by CFTN and Fair Trade Canada (FTC). The application requires a copy of the resolution passed by the local municipal authority in support of fair trade and the local campaign for Fair Trade Town designation as per program requirement 3.5. Once the resolution is confirmed, the Committee will submit the application. The tentative deadline to apply, pending the resolution, is January 15, 2017. This allows CFTN and FTC enough time to review and approve the application before the national conference. Thereafter, the Committee will submit an annual report in July 2017 as per the program requirements.

Requirement #2: Product Availability

A municipality must demonstrate the availability of Fairtrade certified products in proportion to the size of its population. (See page 7 of the Fair Trade Town Action Guide for details on the number of locations required.) Each location must carry a minimum of 2 Fairtrade certified products (from separate product categories) to count toward designation.

Update: Requirement #2: Product Availability

Criteria: "Must demonstrate the availability of Fair Trade Certified products in proportion to the size of the population. To meet the criteria, each retail and grocery locations as well as restaurants, café's and other food service locations must carry at least two Fairtrade certified products from separate product categories." Based on Winnipeg's population, the required number of retail and grocery locations is 83 and the number of restaurants and cafes is 42.

Status: The Fair Trade Winnipeg Steering Committee has determined that there are well over 120 retail and grocery locations over Fair Trade Products. These locations include specialty stores and small businesses such as Neechi Foods, Crampton Market, Vics Fruit Market, Fresh Carrot, Ten Thousand Villages, CMHR Boutique, Deluca's as well as grocery and department store chains such as Vital Heath, Safeway, Superstore, Shoppers Drug Marts and Liquor Marts.

The Fair Trade Committee has been able to connect and confirm 27 restaurants/cafes in the city offer at least two Fair Trade products and have found eight more restaurants/café's which carry one product. Locations meeting the criteria include Tall Grass Prairie restaurants, ERA Bistro, U of M Green Café, Boon Burger, Johnnie Stickie Buns, Casino of Winnipeg Restaurants, etc. The Committee is currently working to locate more restaurants that meet the criteria as well as discussing the designation criteria to restaurants offering one Fair Trade offering in hopes that they will be able to enhance their offerings to two or more products.

Requirement #3: Public Awareness and Education

- There must be record of media engagement throughout the campaign, including media lists, press releases, and record of any pickup.
- Public events must be organized to raise awareness about fair trade and the local campaign for designation.
- There must be an online resource for the community that provides information on fair trade and any developments that occur within the community.

Update: Requirement #3: Public Awareness and Education

Criteria: There must be a record of media engagements, public events, as well as online resources for the community that provided information on Fair Trade.

Status: The Tables below outline the Committee activities from Oct 2014 to present.

Media coverage

Title	Publication	Link
City on Fair Trade Mission	Winnipeg Free Press	http://www.winnipegfreepress.com/business/city-on-fair-trade-mission-279243582.html
Entrepreneurial Spirit	Winnipeg Men Magazine	http://mediaedge.imirus.com/Mpowered/book/vwpm14/i2/p1 Page 8

Making Winnipeg a fair trade city organization's goal	Winnipeg Free Press	http://www.winnipegfreepress.com/business/making-winnipeg-a-fair-trade-city-organizations-goal-304801011.html
Fair Proposition for City	Herald	http://www.winnipegfreepress.com/our-communities/herald/Fair-proposition-for-city-310678031.html
Nelson Mandela's Granddaughter visits Winnipeg for Fairtrade Conference	CTV News	http://winnipeg.ctvnews.ca/nelson-mandela-s-granddaughter-visits-winnipeg-for-fair-trade-conference-1.2784791
Fair Trade Conference brings industry leaders to Winnipeg	CBC News	http://www.cbc.ca/news/canada/manitoba/fair-trade-conference-winnipeg-1.3457197
Everything you need to know about Fair Trade	Winnipeg Free Press	http://www.winnipegfreepress.com/local/everything-you-need-to-know-about-fair-trade-369073031.html
Local Business Leader advocating fair trade	The Lance	http://www.winnipegfreepress.com/our-communities/lance/Local-business-leader-advocating-fair-trade-371308911.html

Community Events

Date	Event name	Details
October 15, 2014	Campaign Launch	The event was held at The Canadian Museum for Human Rights. The events location capitalized on the national interest in the recent opening of The Museum. Professional Audio Visual services were used along with custom print and digital signage in order to establish WFT2015 as a professional, committed and well supported movement. Committee members spoke about the initiative from a social business and academic perspective. Ian Hudson from the University of Manitoba provided an excellent key note. Approximately 75 guests were in attendance from the business, community, arts and academic communities. As well, several media outlets were represented. After the speeches guests enjoyed a complimentary Fairtrade wine, beer and appetizer reception. Guests networked, found out more about WFT2015, visited our information booth and got to take home a Fairtrade gift bag. Overall the event was seen as a huge success.
April 27, 2015	Winnipeg Chamber of Commerce Special Event	Gail Asper was the speaker at the event which was held at the Canadian Museum of Human Rights. We had a display booth to engage and talk to Chamber members about our committee and goal. We were also a table sponsor and by being a sponsor our name was on the program. There was a large turnout which gave us the opportunity for significant visibility among the business community. http://www.winnipeg-chamber.com/events/Special-Event-At-the-Canadian-Museum-for-Human-Rights-57187/details

July 10 – 12, 2015	Winnipeg Folk Festival	In partnership with the Winnipeg Folk Festival, committee members engaged the Folk Festival crowd with a professional interactive information booth. Programming included the banana Split game with Fairtrade banana prizes, free campaign t-shirts, buttons, and food and coffee samples. The event was targeted towards young people and was held in the children's Big Chickadee tent. Children were very interested in the banana split game and committee members did a great job discussing Fairtrade concepts with the kids. Many adults signed up to receive information about the campaign and the 2016 Fairtrade conference.
February 18-20th, 2016	National Fairtrade Conference	In support for the CFTN National Conference, committee members were instrumental in securing Winnipeg as the location for the 2016 National Fair Trade Conference and assisted with the coordination and execution of the Conference held here in Winnipeg. The theme of the conference was Building Momentum. Over 350 delegates participated and provided us with the opportunity to showcase Winnipeg's many supporters of Fair trade.

In addition to the events noted above, the Committee has participated in Sustainability Days 2015 at the Zoo and has spoken at both Red River College and the University of Manitoba in 2015. Support for making Winnipeg a Fair Trade City is located on the "Sustainable Procurement in Manitoba" web site http://www.manitobasustainableprocurement.com/.

Finally in April 2016, five members of the committee participated in a trip to Peru to see firsthand the benefits Fair Trade certification to small scale farmers growing coffee, mangos, bananas, sugar cane and cocoa for the export market.

Online community resources

Name	Description	Link
Fair Trade Winnipeg Website	Through a committee member's connections we were able to have a website developed for no cost. We launched the website around the time of our campaign launch to ensure those who attended the launch and wanted to learn more were able to.	fairtradewinnipeg.ca
Fair Trade Winnipeg Facebook	Created September 24, 2014 and updated by a committee member. 131 like our page (11/14/15)	www.facebook.com/fairtradewinnipeg
Fair Trade Winnipeg Twitter	Created September 23, 2014 and updated by a committee member. We have 118 followers (11/14/15)	twitter.com/FairTradeWpg15

In addition to the Fair Trade Winnipeg site, the Fair Trade Manitoba website, http://fairtrademanitoba.ca/ is used to cross promote the Fair Trade Winnipeg Campaign.

Requirement #4: Community Support

A number of local community groups, workplaces, or schools must support fair trade and the local Fair Trade Town campaign in their operations, through education programs, or through other awareness-raising activities. The minimum number of community partners required for designation are as follows:

- If population is less than 10,000: 7
- If population is between 10,000 and 99,999: 10
- If population is 100,000 or more: 15 + 1 per additional 25,000 citizens

Update: Community Support

Criteria: A number of schools, community groups, workplaces must support Fair Trade and the Fair Trade Town campaign in their operations through education programs and other awareness activities. Based on Winnipeg's population, we must demonstrate community support from at least 39 community members.

Status:

The Steering Committee ran a "Yes, I support Winnipeg as a Fair Trade City" campaign over the summer months and 32 businesses and associations including the Winnipeg Chamber of Commerce, World Trade Centre Winnipeg, the Green Action Centre and the Assiniboine Park Conservancy signed on to the Campaign. With additional support and knowledge of the Fair Trade programming within some schools as well as faith based groups in the City we have exceeded the minimum criteria for this category.

In February 2016 Manitoba Liquor & Lotteries ran a month-long promotion and in-store advertising campaign in select Liquor marts highlighting fair trade products.

Requirement #5: Political Support

The local municipal authority must pass a resolution in support of fair trade and the local campaign for Fair Trade Town designation. The resolution must include commitments to:

- amend its purchasing policy to require Fairtrade certification for all coffee, tea, and sugar served by municipal food services managed by municipal administration
- identifying future goals for sourcing Fairtrade certified products
- designating a municipal council or staff member to participate in a Fair Trade Town Steering Committee to ensure the municipality's ongoing commitment to its Fair Trade Town status
- publish campaign/designation information on the municipality's website